

Message Text

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20

ORIGIN COME-00

INFO OCT-01 AF-06 ISO-00 AID-05 CIAE-00 EB-07 FRB-01

INR-07 NSAE-00 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-04 CEA-01 /072 R

DRAFTED BY COM/BIC/OIM/AF/RSEDWARDS/BKY

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COM/BIC/OIM/AF/TFFIEDLER

COM/BIC/OIM/AF/SKMILLER

COM/BIC/CAGNE/LLJENSEN

COM/BIC/OIM/PD/CGENDREAU

COM/BIC/OIM/SAD/MURRIN (INFO)

STATE/AF/EPS/LWHITE (SUBS)

EB/OCA/BBR/IAWILLIAMSON

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R 042254Z MAR 75

FM SECSTATE WASHDC

TO ALL AFRICAN DIPLOMATIC POSTS

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INFORM CONSULS

E.O. 11652: N/A

TAGS: BEXP, XA

SUBJECT: FY 1976 TRADE PROMOTION PROGRAM FOR AFRICA

THE DEPARTMENT'S FY 1976 CONGRESSIONAL APPROPRIATION REQUEST CALLS FOR A MAJOR REDUCTION OF FUNDING AND POSITIONS IN EXPORT PROMOTION PROGRAMS APART FROM TRADE CENTER OPERATIONS. THESE PROPOSED CUTS WILL NECESSITATE AN OVERALL REDUCTION OF MORE THAN FIFTY PERCENT IN PREVIOUSLY PLANNED OVERSEAS PROMOTIONAL ACTIVITIES. SHOULD THERE BE A CONGRESSIONAL RESTORATION, IN WHOLE OR IN PART, AN ATTEMPT WOULD BE MADE TO REVIVE CERTAIN PLANNED EVENTS, MOST LIKELY IN THE LAST HALF OF FY 1976, GIVEN LEAD TIME REQUIREMENTS. ACCORDINGLY, THE FOLLOWING PROGRAM

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REPRESENTS A REALISTIC LEVEL OF EVENTS IN THE AFRICAN AREA.

1. DROP LAGOS SOLO TRADE FAIR.

2. RETAIN AUGUST TRADE MISSION IN AVIATION ELECTRONICS
-- AND GROUND SUPPORT EQUIPMENT TO BOTSWANA AND NIGERIA.
-- WE ARE CONSIDERING DROPPING ETHIOPIA FROM THIS EVENT
-- IN VIEW OF APPARENT UNCERTAINTY OF SITUATION THERE.
-- AS KINSHASA ALREADY INFORMED, WE ARE ADDING ZAIRE AS
-- ALTERNATE POSSIBILITY FOR THIS MISSION.

3. RETAIN OCTOBER TRADE MISSION IN FOOD PROCESSING AND
-- PACKAGING EQUIPMENT TO KENYA, MOROCCO, SWAZILAND,

-- AND ZAMBIA.

4. RETAIN MARCH TRADE MISSION IN MATERIALS HANDLING
-- EQUIPMENT TO MOROCCO, ZAIRE, AND ZAMBIA, AND ADD
-- NIGERIA AS ALTERNATE.

5. DROP SEPTEMBER TRADE MISSION IN MOTOR VEHICLE MAIN-
-- TENANCE EQUIPMENT TO IVORY COAST, KENYA, NIGERIA,
-- AND ZAIRE.

6. REPLACE MARCH TRADE MISSION IN COMMUNICATIONS EQUIP-
-- MENT TO BOTSWANA, ETHIOPIA, AND NIGERIA WITH APRIL
-- TECHNICAL SALES SEMINAR ON MODERN TELECOMMUNICATIONS
-- SYSTEMS TO ETHIOPIA, NIGERIA, AND ZAIRE.

7. RETAIN TECHNICAL SALES SEMINAR ON SEMI-ARID LAND
-- DEVELOPMENT. SINCE COMMERCE ACTION GROUP FOR NEAR
-- EAST NOW PLANNING ITS OWN MAY SEMINAR IN NORTH AFRICA,
-- WE ARE SCHEDULING SEPARATE SEMINAR FOR FEBRUARY IN
-- NIGERIA, SENEGAL, AND THE SUDAN.

8. DROP JANUARY TECHNICAL SALES SEMINAR ON COMPUTER
-- RELATED BUSINESS EQUIPMENT IN ALGERIA, IVORY COAST,
-- AND NIGERIA.

9. DROP APRIL TECHNICAL SALES SEMINAR ON MODERN PORT
-- MANAGEMENT IN KENYA, MAURITIUS, AND TANZANIA.

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10. IN VIEW ALLOTMENT ONLY FIVE CATALOG SHOW STOPS, WE
-- PLAN CONCENTRATE LIMITED RESOURCES ON ENGLISH-
-- SPEAKING COUNTRIES. THEREFORE CROPPING OCTOBER
-- SHOW ON HEALTH CARE INDUSTRIES IN ZAIRE AND DECEMBER
-- SHOW ON COMMUNICATIONS EQUIPMENT IN IVORY COAST.
-- RETAIN FEBRUARY SHOW ON AGRICULTURE AND TIMBER EQUIP-
-- MENT IN GHANA AND LIBERIA. RETAIN JUNE SHOW ON

- LIVESTOCK AND POULTRY RAISING AND PROCESSING BUT
- SUBSTITUTE KENYA AND ZAMBIA FOR CAMEROON, MALAGASY,
- AND ZAIRE. SINCE FINAL SHOW MUST BE ONE STOP, WE
- WISH TO REACH LARGEST MARKET; THEREFORE DROP FEBRUARY
- SHOW ON BUILDING AND CONSTRUCTION MACHINERY IN
- LESOTHO AND ZAMBIA AND SUBSTITUTE JUNE SHOW ON
- CONSUMER GOODS IN NIGERIA.

11. REQUEST POSTS PROCEED TO COMPLETE MARKET RESEARCH

- STUDIES ALREADY REQUESTED, INCLUDING RESEARCH FOR
- SUSPENDED EVENTS. SUCH STUDIES WILL STILL BE USEFUL
- IF EVENTS RESCHEDULED FOR FY 1977 OR IF FUNDS BECOME

- AVAILABLE FOR RESTORING EVENTS IN FY 1976; IN ANY
- CASE, INFORMATION WILL BE MADE AVAILABLE TO U.S.
- INDUSTRY.

12. WE ENVISAGE THEME "MODERN TELECOMMUNICATIONS SYSTEMS"

- (PARA 6 ABOVE) TO ENCOMPASS SPACE-RELATED TERRESTRIAL
- SYSTEMS, THAT IS, EARTH STATIONS AND ALL SYSTEMS
- TYING THE STATION TO ULTIMATE END-USERS. RATIONALE
- FOR INCLUDING ETHIOPIA (DESPITE VIEWS EXPRESSED PARA
- ONE ABOVE) IS PRESENCE IN ADDIS OF PAN AFRICAN
- COMMUNICATIONS NETWORK HEADQUARTERS.

13. REQUEST ALL POSTS DIRECTLY AFFECTED BY CHANGES CABLE

- VIEWS SOONEST. COMMENTS BY OTHER ADDRESSEE POSTS
- WELCOMED. KISSINGER

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Margaret P. Grafeld
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05 JUL 2006

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